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US Travel Data Center

Executive Briefing

A National Travel Survey Summary

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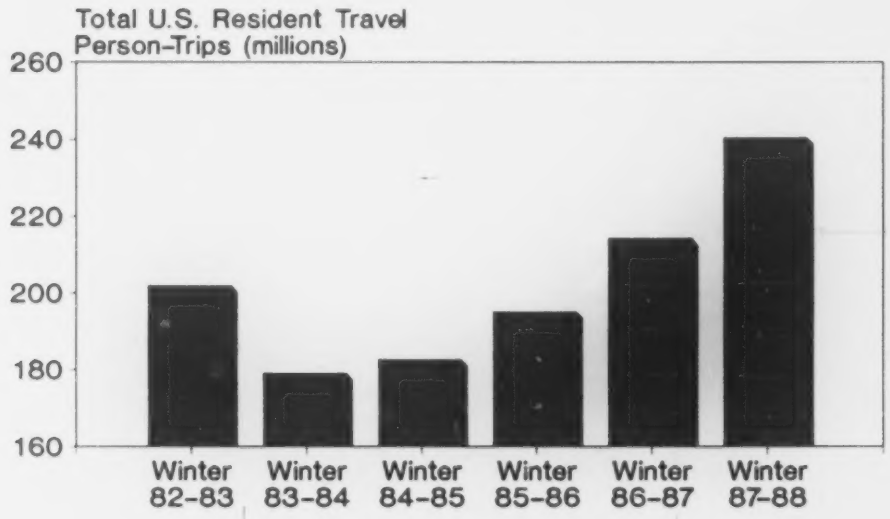
WINTER 1987-88



WINTER 1987-88 TRAVEL SUMMARY

- U.S. residents took an estimated 240.6 million person-trips during winter 1987-88, up 12 percent from the previous winter. A record number of winter person-trips was set during this period as travel reached its highest level in the past six winter seasons.

- Auto/truck/RV, weekend, and vacation travel all posted significant growth over last winter, up 21 percent, 21 percent, and 16 percent respectively. Pleasure travel remained strong with a 9 percent rise in person-trips.

- The Southeast census region was the most popular destination, receiving nearly 63 million person-trips. The West and Midwest regions followed with 56.1 and 41.2 million person-trips respectively. The largest percent increase from winter 1986-87 was seen in the Great Lakes region, up considerably from a year ago.

(Continued)

WINTER 1987-88 TRAVEL SUMMARY
(Continued)

- Americans traveling during the winter months of December 1987, January and February 1988 tended to use auto, truck, or RV transportation (77%), to go for pleasure purposes such as visiting friends and relatives, outdoor recreation, and entertainment (74%), and to stay in the homes of friends or relatives (49%) versus commercial lodging (35%).

- Pleasure travelers used auto/truck/RV slightly more than travelers overall (79% vs. 77%) while business travelers relied much less on personal vehicles (60%) and relatively more on air transportation (38%).

- Fifty-five percent of pleasure travelers stayed in friends or relatives' homes and 31 percent stayed in paid accommodations. Conversely, 20 percent of business travelers lodged with friends or relatives while 63 percent used hotels/motels. Sixteen percent of business person-trips involved no overnight stay.

- The typical winter 1987-88 traveler was married (55%) and between the ages of 25-44 (47%). Almost half of all travelers had professional, managerial, or technical jobs (46%). One quarter of the travelers had family incomes of $50,000 or more.

- Winter travelers averaged 920 round-trip domestic miles on their trips, down from 1,010 miles last winter. Vacation and weekend trips were taken closer to home during the winter months as these round-trip distances decreased from a year ago.

- Eleven percent of all winter 1987-88 person-trips taken were daytrips, and, on average, travelers were away 4.1 nights. The average duration of a vacation trip was 4.6 nights, down from 5.2 nights the winter before.

- Economic conditions generally benefitted the consumer during this winter season. Disposable income and personal outlays both increased about 7 percent over the previous winter. Real GNP grew nearly 5 percent.

- Prices were also up as the Travel Price Index was 4.6 percent higher than the previous winter and the Consumer Price Index rose 4.1 percent. Nevertheless, winter 1987-88 was a record winter for travel despite strong cost increases in motor fuel (10.2%), entertainment (7.0%), and lodging (5.4%).

U.S. RESIDENT TRAVEL VOLUMES: WINTER 1986-87 AND 1987-88

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	WINTER 1986-87	WINTER 1987-88	% CHG	WINTER 1986-87	WINTER 1987-88	% CHG	WINTER 1986-87	WINTER 1987-88
TRAVEL CATEGORY								
TOTAL	115.7	128.2	10.8%	214.3	240.6	12.3%	1.85	1.88
VACATION	62.1	71.0	14.3	132.7	154.2	16.2	2.14	2.17
PLEASURE	81.0	86.6	6.9	165.5	179.9	8.7	2.04	2.08
BUSINESS/CONVENTION	30.1	30.7	2.0	37.6	37.9	0.8	1.25	1.23
WEEKEND	48.2	57.1	18.5	99.6	120.3	20.8	2.07	2.11
AUTO/TRUCK/RV	75.8	90.1	18.9	152.0	184.5	21.4	2.01	2.05
AIR	31.0	35.1	13.2	50.4	52.5	4.2	1.63	1.50
HOTEL/MOTEL	50.7	50.7	0.0	88.7	85.3	-3.8	1.75	1.68
AGE*								
18-34	50.5	54.1	7.1%	75.2	82.7	10.0%	1.49	1.53
35-54	41.2	46.1	11.9	68.5	75.7	10.5	1.66	1.64
55 AND OVER	24.0	28.0	16.7	38.3	47.7	24.5	1.60	1.70
FAMILY INCOME*								
UNDER $20,000	26.9	33.3	23.8%	46.1	56.6	22.8%	1.71	1.70
$20,000-$40,000	47.1	44.6	-5.3	89.1	85.3	-4.3	1.89	1.91
OVER $40,000	41.7	50.3	20.6	79.1	98.7	24.8	1.90	1.96
CENSUS REGION OF DESTINATION								
NORTHEAST	17.2	17.3	0.6%	33.0	34.4	4.2%	1.92	1.99
SOUTHEAST	30.6	32.4	5.9	53.9	62.5	16.0	1.76	1.93
GREAT LAKES	12.4	19.8	59.7	21.3	31.5	47.9	1.72	1.59
MIDWEST	20.0	23.4	17.0	35.5	41.2	16.1	1.78	1.76
WEST	28.9	33.1	14.5	56.4	56.1	-0.5	1.95	1.69

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under 18 are not shown.

2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

WINTER 1987-88 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	128.2	86.6	30.7	240.6	179.9	37.9
WEEKEND TRIP	44%	51%	23%	50%	53%	29%
VACATION TRIP	55	75	5	64	79	6
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	67%	100%	5%	74%	100%	7%
VISIT FRIENDS OR RELATIVES	34	51	3	40	54	4
OUTDOOR RECREATION	14	21	2	15	21	2
ENTERTAINMENT	19	29	1	20	26	3
BUSINESS (ANY)	24	2	100	16	1	100
CONVENTION, ETC.	8	1	33	6	1	37
OTHER BUSINESS	16	1	67	10	*	63
OTHER	10	*	*	11	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	70%	75%	56%	77%	79%	60%
RENTAL CAR	3	1	9	2	1	11
AIRPLANE	27	23	42	22	19	38
BUS	1	2	1	1	1	*
TRAIN	1	1	1	*	*	*
OTHER	*	*	1	*	*	1
HOUSEHOLD MEMBERS ON TRIP						
ONE	52%	44%	81%	28%	21%	66%
TWO	29	32	16	30	30	26
THREE	8	9	2	12	13	5
FOUR	6	7	*	13	14	1
FIVE	3	5	1	9	12	3
SIX OR MORE	2	3	*	7	9	*
TRIP DURATION						
NO NIGHTS	12%	10%	17%	11%	10%	16%
1 NIGHT	14	14	15	13	12	16
2 OR 3 NIGHTS	40	40	39	43	43	38
4 TO 9 NIGHTS	23	23	22	23	24	22
10 NIGHTS OR MORE	12	13	7	10	11	9
AVERAGE DURATION (INCL. ZERO)	4.3	4.6	3.5	4.1	4.3	3.6

*Less than 0.5 percent.

Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

WINTER 1987-88 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	128.2	86.6	30.7	240.6	179.9	37.9
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	85%	82%	98%	70%	66%	97%
ONE ADULT	52	44	81	28	21	66
TWO ADULTS	26	30	15	28	29	24
THREE OR MORE ADULTS	7	9	2	14	16	7
PARTIES WITH CHILDREN	14%	18%	2%	30	34	3
ONE ADULT	4	5	1	8	8	2
TWO ADULTS	6	9	1	14	16	2
THREE OR MORE ADULTS	3	4	*	8	10	*
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	44%	53%	18%	49%	55%	20%
HOTEL OR MOTEL	39	32	65	35	31	63
RENTED CABIN OR CONDOMINIUM	5	7	*	5	5	*
OWNED CABIN OR CONDOMINIUM	2	3	1	2	2	1
CAMPER, TRAILER, OR RV	2	2	2	2	2	1
OTHER	2	1	2	2	1	2
NO OVERNIGHT STAY	12	10	17	11	10	16
CENSUS REGION OF ORIGIN						
NORTHEAST	16%	17%	14%	17%	18%	14%
SOUTHEAST	22	22	19	22	21	19
GREAT LAKES	16	18	16	19	21	14
MIDWEST	20	17	24	18	15	23
WEST	26	25	27	25	24	29
CENSUS REGION OF DESTINATION						
NORTHEAST	14%	13%	17%	14%	15%	18%
SOUTHEAST	25	25	21	26	24	20
GREAT LAKES	12	12	11	13	14	11
MIDWEST	18	16	21	17	16	20
WEST	26	27	24	23	24	26

*Less than 0.5 percent.

Note: Lodging type may add to more than 100 percent due to multiple answers.

Source:. US Travel Data Center's National Travel Survey

WINTER 1987-88 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	128.2	86.6	30.7
MARITAL STATUS			
MARRIED	55%	52%	63%
NOT MARRIED	45	48	37
SEX			
MALE	53%	51%	65%
FEMALE	47	49	35
AGE*			
18 - 24	17%	21%	11%
25 - 34	25	26	26
35 - 44	22	18	30
45 - 54	14	12	18
55 AND OVER	22	24	17
EDUCATION			
HIGH SCHOOL OR LESS	46%	51%	26%
COLLEGE INCOMPLETE	19	19	22
COLLEGE COMPLETE	24	21	33
GRADUATE WORK	11	9	19
OCCUPATION			
PROFESSIONAL/MANAGERIAL	18%	16%	27%
OTHER WHITE COLLAR	28	23	43
BLUE COLLAR	20	21	18
RETIRED	13	15	4
OTHER	19	24	8
FAMILY INCOME*			
LESS THAN $20,000	26%	27%	17%
$20,000 - $29,999	18	18	14
$30,000 - $39,999	18	19	14
$40,000 - $49,999	14	14	16
$50,000 OR MORE	25	21	40

*Adjusted for non-response.

Source: US Travel Data Center's National Travel Survey

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	WINTER 1986-87	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	1,010	940	850	980	920
VACATION	1,160	880	880	940	960
PLEASURE	1,120	890	850	890	910
BUSINESS/CONVENTION	1,080	1,240	1,100	1,310	1,070
WEEKEND	780	710	600	780	660
AUTO/TRUCK/RV	730	630	620	660	570
AIR	2,020	2,090	1,980	2,260	2,280
HOTEL/MOTEL	1,170	1,060	1,020	1,160	1,230
AVERAGE DURATION INCLUDING 0 (NIGHTS)					
TOTAL	4.4	4.4	5.2	4.2	4.1
VACATION	5.2	5.2	5.7	4.5	4.6
PLEASURE	4.9	4.8	5.2	4.2	4.3
BUSINESS/CONVENTION	3.2	3.6	4.5	4.1	3.6
WEEKEND	2.6	2.6	2.7	2.7	2.5
AUTO/TRUCK/RV	3.7	3.9	4.8	3.8	3.4
AIR	6.4	6.3	7.2	5.3	6.4
HOTEL/MOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL/MOTEL	4.2	4.7	5.2	4.6	4.6
NIGHTS SPENT IN HOTEL/MOTEL ONLY	3.9	3.7	4.1	3.6	3.4
PERSON-NIGHTS (MILLIONS)					
TOTAL	929	1,089	2,144	1,228	997
VACATION	690	798	1,680	839	702
PLEASURE	800	887	1,776	897	775
BUSINESS/CONVENTION	121	169	254	249	137
WEEKEND	259	335	501	365	305
AUTO/TRUCK/RV	568	713	1,518	834	630
AIR	322	341	505	327	337
HOTEL/MOTEL	214	292	532	366	230

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel/motel category which is based on trips.

Source: US Travel Data Center's National Travel Survey

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	WINTER 1986-87	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	PERCENT CHANGE FROM PREVIOUS WINTER
TRAVEL CATEGORY						
TOTAL	115.7	137.1	214.9	165.2	128.2	10.8%
VACATION	62.1	75.5	134.4	92.6	71.0	14.3
PLEASURE	81.0	93.2	158.5	111.0	86.6	6.9
BUSINESS/CONVENTION	30.1	34.4	43.5	49.4	30.7	2.0
WEEKEND	48.2	62.7	85.9	72.1	57.1	18.5
AUTO/TRUCK/RV	75.8	94.3	149.4	109.7	90.1	18.9
AIR	31.0	35.5	48.5	44.1	35.1	13.2
HOTEL/MOTEL	50.7	62.4	105.7	81.8	50.7	0.0
AGE*						
18-34	50.5	53.7	95.2	68.0	54.1	7.1%
35-54	41.2	50.3	75.9	59.3	46.1	11.9
55 AND OVER	24.0	33.1	43.8	37.9	28.0	16.7
FAMILY INCOME*						
UNDER $20,000	26.9	37.1	58.6	35.6	33.3	23.8%
$20,000-$40,000	47.1	54.8	85.3	66.9	44.6	-5.3
OVER $40,000	41.7	45.2	71.0	62.7	50.3	20.6
CENSUS REGION OF DESTINATION						
NORTHEAST	17.2	15.3	27.4	21.0	17.3	0.6%
SOUTHEAST	30.6	37.7	63.7	41.5	32.4	5.9
GREAT LAKES	12.4	14.5	28.6	19.8	19.8	59.7
MIDWEST	20.0	24.3	36.3	30.1	23.4	17.0
WEST	28.9	39.4	44.9	42.5	33.1	14.5

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	WINTER 1986-87	SPRING 1987	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	PERCENT CHANGE FROM PREVIOUS WINTER
TRAVEL CATEGORY						
TOTAL	214.3	252.0	419.2	294.1	240.6	12.3%
VACATION	132.7	152.7	295.3	187.8	154.2	16.2
PLEASURE	165.5	187.2	329.7	214.2	179.9	8.7
BUSINESS/CONVENTION	37.6	47.4	58.8	61.8	37.9	0.8
WEEKEND	99.6	129.6	183.1	133.8	120.3	20.8
AUTO/TRUCK/RV	152.0	183.3	322.6	218.1	184.5	21.4
AIR	50.4	53.8	72.5	61.3	52.5	4.2
HOTEL/MOTEL	88.7	112.2	183.6	136.8	85.3	-3.8
AGE*						
UNDER 18	32.3	33.8	72.1	36.2	34.5	6.8%
18-34	75.2	86.8	143.4	97.4	82.7	10.0
35-54	68.5	76.2	134.7	100.6	75.7	10.5
55 AND OVER	38.3	55.2	69.0	59.9	47.7	24.5
FAMILY INCOME*						
UNDER $20,000	46.1	68.8	104.4	61.2	56.6	22.8%
$20,000-$40,000	89.1	103.9	178.4	119.0	85.3	-4.3
OVER $40,000	79.1	79.3	136.4	113.9	98.7	24.8
CENSUS REGION OF DESTINATION						
NORTHEAST	33.0	23.7	51.2	33.9	34.4	4.2%
SOUTHEAST	53.9	72.0	129.0	71.4	62.5	16.0
GREAT LAKES	21.3	28.7	54.7	36.1	31.5	47.9
MIDWEST	35.5	43.8	77.7	65.1	41.2	16.1
WEST	56.4	74.1	79.4	69.6	56.1	-0.5

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

TRAVEL TRENDS, WINTER 1982-83 THROUGH 1987-88

	WINTER 1982-83	WINTER 1983-84	WINTER 1984-85	WINTER 1985-86	WINTER 1986-87	WINTER 1987-88
TRIPS (MILLIONS)						
TOTAL	100.4	98.6	103.0	108.5	115.7	128.2
VACATION	55.2	54.9	59.1	60.6	62.1	71.0
PLEASURE	70.5	64.3	66.0	75.4	81.0	86.6
BUSINESS/CONVENTION	18.9	26.3	27.7	28.7	30.1	30.7
WEEKEND	43.4	34.9	37.8	44.1	48.2	57.1
AUTO/TRUCK/RV	72.4	66.1	63.5	70.4	75.8	90.1
AIR	23.0	28.4	30.4	30.4	31.0	35.1
HOTEL/MOTEL	34.1	43.5	46.4	39.8	50.7	50.7
PERSON-TRIPS (MILLIONS)						
TOTAL	202.0	179.3	182.9	195.3	214.3	240.6
VACATION	120.5	112.4	120.6	123.4	132.7	154.2
PLEASURE	151.7	130.1	130.4	148.6	165.5	179.9
BUSINESS/CONVENTION	26.1	32.5	34.9	37.3	37.6	37.9
WEEKEND	94.4	71.3	77.4	81.5	99.6	120.3
AUTO/TRUCK/RV	161.3	134.1	127.2	136.8	152.0	184.5
AIR	33.1	39.3	42.4	47.7	50.4	52.5
HOTEL/MOTEL	*	*	*	65.8	88.7	85.3
TRAVEL PARTY SIZE (PEOPLE)						
TOTAL	2.01	1.82	1.78	1.80	1.85	1.88
VACATION	2.18	2.05	2.04	2.04	2.14	2.17
PLEASURE	2.15	2.02	1.98	1.97	2.04	2.08
BUSINESS/CONVENTION	1.38	1.24	1.26	1.30	1.25	1.23
WEEKEND	2.18	2.04	2.05	1.85	2.07	2.11
AUTO/TRUCK/RV	2.23	2.03	2.00	1.94	2.01	2.05
AIR	1.44	1.38	1.39	1.57	1.63	1.50
HOTEL/MOTEL	*	*	*	1.65	1.75	1.68

*Hotel/motel person-trip data not available prior to 1985.

Source: US Travel Data Center's National Travel Survey

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS WINTER)

MEASURE	WINTER 1986-87	WINTER 1987-88
REAL GNP*	1.5%	4.8%
PAYROLL EMPLOYMENT	2.1	4.4
DISPOSABLE INCOME*	6.0	7.4
PERSONAL OUTLAYS*	6.5	7.1
CONSUMER PRICE INDEX	1.6	4.1

*Available for January through March only.
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS WINTER)

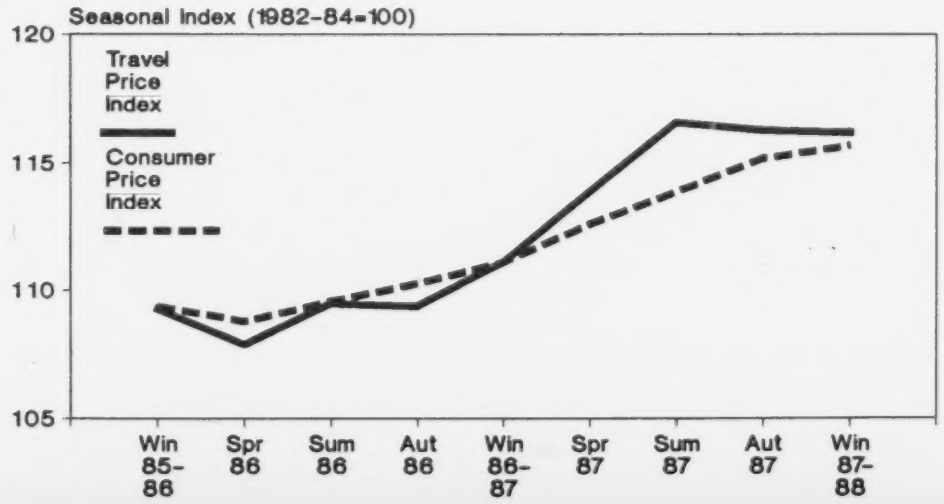
TPI COMPONENT	WINTER 1986-87	WINTER 1987-88
TRANSPORTATION	-11.9%	6.0%
MOTOR FUEL	-25.2	10.2
AIRLINE FARES	5.5	0.4
OTHER INTERCITY TRANSPORTATION	3.2	2.1
INTRACITY PUBLIC TRANSPORTATION	4.4	2.3
ENTERTAINMENT	NA	7.0
LODGING	5.4	5.4
FOOD AND BEVERAGES AWAY FROM HOME	4.2	3.7
TRAVEL PRICE INDEX	1.6	4.6

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
WINTER 1985-86	109.4	109.3
SPRING 1986	108.8	107.9
SUMMER 1986	109.6	109.5
AUTUMN 1986	110.3	109.4
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

WINTER 1987-88: 4,546 interviews completed; 1,407 winter 1987-88 trips reported.

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

	Survey Percentages at or Near these Levels				
Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during December 1987 through February 1988. It is supplemented by the **Winter 1987-88 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact Lenore Reid, Manager of Survey Research at (202) 293-1040.